

BROWN'S WINDOW PROJECT

Luray Downtown Initiative

Meredith Dees, Program Director

THE PROBLEM



THE SOLUTION

- **Dress up Downtown**
 - Transform the look and feel of the west main street
- **See the Future**
 - Allow businesses to see themselves owning a business in that building. You never know who is a potential buyer for that building or a potential entrepreneur waiting for that “sign”.
- **Merchant Service**
 - These windows give businesses opportunity to advertise and drive traffic to their storefronts
 - “I had no idea that place existed”
- **Community feedback**
 - Locals and Tourist

A FEW IDEAS



THE HOLIDAYS



INCORPORATE ORGANIZATIONS



THINK ABOUT THESE THINGS

- To charge or not to charge?
- Town/ property owner buy in
 - Sign ordinances
 - Power
 - Fire hazards
- Getting the word out
- Being fair
- Written Agreement
- Schedule



ADVERTISE

LURAY DOWNTOWN INITIATIVE

Brown's Window Decorating

MORE DETAILS

Meredith Dees
luraydowntown@gmail.com

RESERVATIONS

Only a few spots left!
Sign up by
Friday, February 24

WHAT?

Sign up to decorate a window in the Brown's Building and help promote your business or organization. Call or email for more details!

WWW.LURAYDOWNTOWN.COM

CALL: 540-743-7700

BROWNS WINDOW PROJECT

WINDOW DECORATING
OPPORTUNITY

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MAIN OFFICE

phone
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SCHEDULE

- **Spring Season: March 6 – May 30**
 - Theme: Spring/ Earth Day and St Patrick's Day
 - Decorated by PAL and Trackside Theatre
- **Summer Season: June 5 – August 28**
 - Theme: Summer fun in Luray
 - Decorated by The Arts Community and Dominos Pizza
- **Fall Season: September 11 – November 13**
 - Theme: Back to School
 - Decorated by LHS and PCHS
- **Winter Season: November 20 – January 8**
 - Theme: Holidays
 - Decorated by Hawksbill Trading Co